



2016 - 2017 FLoW Judging Criteria – Transformational Idea Award

Guide to Scoring

Score each of 8 categories on a scale of 1- 10, with 1-3 being Below Expectations, 4-6 Promising but Needs Work, and 7 – 10 Ready to Commercialize. Listed below are points to take into consideration. Please provide 1 or 2 sentences of feedback that will help the team improve.

Name of Judge:

Name of Team:

Total Score: **0**

Product Market Fit	Score	Comments
How well does the team understand the customer problem that their technology might solve?		
Has the team interacted with any customers in meaningful ways?		
Product/Technology Innovation and Validation	Score	Comments
How innovative is the technology. What is its potential for transforming an industry sector?		
Is the technology proven? What is the current status of development: e.g. proof of principle, prototype? Lab scale production?		
Has the potential product been validated by credible third parties?		
Business Model	Score	Comments
How clearly understood and articulated is the potential business concept?		
How viable is the potential business, based on the innovation?		
Market(s) and Competition	Score	Comments
Does the cumulative size of the target markets represent an attractive opportunity? Does the team understand and define the Minimum Viable Market and is it credible?		
How well does the team understand existing competition and how they are different?		

Finances and Financing Strategy	Score	Comments
What is funding to date? Does the team have a credible plan for obtaining further finance?		
Does the team understand how much funding will be needed to get to prototype and beyond?		
Team	Score	Comments
Is the current team credible with relevant skills to further develop the technology to prototype?		
How much does the team show commitment to further developing the technology into a product and becoming an entrepreneur?		
Presentation skills: Storytelling confidence, responsiveness and pivoting to questioning, passion, balance between team members.		
Legal - IP and Corporate	Score	Comments
Is the IP clearly owned or licensed by the innovator and is it defensible?		
Does the team have a credible plan to secure IP?		
EERE Mission	Score	Comments
How well does the team describe and quantify the impact on the EERE's mission: economic growth and reducing dependence on foreign oil.		
How well does the team describe and quantify the impact on the environment and the increased use of renewable resources: energy efficiency, improving transmission, increasing clean energy generation, reducing greenhouse gases.		
Total	0	